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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/524,682

Applicant(s)

DEROSA, PETER

Examiner

NNENNA N. EKPO

Art Unit

2425

Period for Reply -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 27 January 2010.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,2,4-9,12 and 19-28 is/are pending in the application.
- 4a) Of the above claim(s) 3,10,11 and 13-18 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,2,4-9,12 and 19-28 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date _____
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to **claims 1, 19 and 28** have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. **Claims 1, 2, 4-9, 19-22 and 27-28** are rejected under 35 U.S.C. 103(a) as being unpatentable over Naimpally et al. (U.S. Publication No. 2003/0105639) in view of Aoki et al. (U.S. Patent No. 7,107,271) and Kotz et al. (U.S. Publication No. 2004/0068552).

Regarding **claim 1**, Naimpally et al. discloses a smart audio guide system (see fig 1, information appliance (28)) for use in conjunction with a content distribution network of a content distributor (fig 1, integrated television (26)) that includes a distribution head-end (see fig 1, server (20)) that makes programming available for viewing on a video display device (see fig 1, television (30)) at a viewer subsystem (see paragraph 0015), the viewer subsystem including an audio unit (see fig 2, stereo audio speakers (70)) to provide audio for the video display unit, the smart audio guide system comprising (see paragraph 0027, lines 1-5):

Naimpally et al. discloses an interface device (see fig. 1 (28, set-top box)) of the content distributor (see fig. 1 (20)) provided at the viewer subsystem (see fig. 1 (26)), having an electronic program guide and configured and operative to implement the smart audio guide system functions (see figs 1, 2, paragraphs 0025, 0041);

a smart audio guide audio package (fig. 1 (18, 22, speech files) maintained at the head end of the content distributor (server, 20 stores and maintains files in its database) that includes at least a plurality of smart audio guide audio clips (EPG, weather, news information) corresponding to the information (see paragraph 0005, lines 7-12, paragraphs 0033 and 0048);

a smart guide actuator (remote control, 72) that is configured and operative in response to one or more predetermined conditions to activate the rendering of the smart audio guide audio clips (see paragraph 0036-0038);

wherein the plurality of smart audio clips are generated at a head-end of the content distributor and stored in a database at the head-end in paragraphs 0007, 0015, 0019. In fig. 1, the method includes converting text files into speech files at a remote location and stored in a database, in paragraph 0015, Naimpally et al. discloses that the remote location is a text-to-speech (TTS) application server, 20 and it is well known that servers are used for storing and distributing programs/contents.

wherein said interface device (see fig 2 (50)) is configured and operative to cause the plurality of smart audio guide audio clips (channel 2-CNN Larry King Live etc) to be uttered in a predetermined mode at the viewer subsystem via the audio unit when

activated to identify programs recommended for viewing at the viewer subsystem based upon the program list (see paragraph 0042).

wherein as the plurality of smart audio guide audio clips is being uttered, a corresponding visual presentation of the information is modified respectively to synchronize the uttering of each of the plurality of smart audio guide audio clips with matching program data in the visual presentation of the information (see paragraphs 0031-0032, 0036 and 0049).

However, Naimpally et al. is silent as to a recommendation engine for providing a customized viewing-recommendations list for the viewer subsystem based upon the programming and a customized viewing profile associated with a user of the viewer subsystem,

audio clips are uttered synchronously with a corresponding visual presentation of a matching program in a recommendation programming list (see col. 5, lines 61-col. 6, lines 28, col. 10, lines 40-col. 11, line 13, figs. 3, 16).

In an analogous art, Aoki et al. discloses a recommendation engine for providing a customized viewing-recommendations list (EPG information acquisition means, 106) for the viewer subsystem based upon the programming and a customized viewing profile (recommendation to the user based on information accumulated in the preference database, 108) associated with a user of the viewer subsystem (see col. 5, lines 34-54).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the method and apparatus of Naimpally et al.

to include a recommendation engine for providing a customized viewing-recommendations list for the viewer subsystem based upon the programming and a customized viewing profile associated with a user of the viewer subsystem as taught by Aoki et al. for the advantage of providing popularity order of a broadcasting program in an accurate manner.

However, Naimpally et al. and Aoki et al. are silent as to transmitting audio of recommended program list from the head end to the client device.

In an analogous art, Kotz et al. discloses that only recommended programs are provided in a recommended list (see paragraph 0011, lines 1-5, the server provides the client with a list of recommended program/content),

audio content corresponding to each program (multimedia) included in the programming data maintained at the distribution head of the content distributor (server) (see paragraph 0042, lines 1-7, audio content which corresponds to the multimedia content is maintained in the server),

contents are generated at a head-end of the content distributor and stored in a data at the head-end (see paragraphs 0049-0050, 0076, contents are generated by the personalized engine (122) and are stored in a content storage (118) in the server (102)), and

retrieving content corresponding to the programs in the recommended program listing (see paragraphs 0011, 0045).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the systems and methods of Naimpally et al.

and Aoki et al. to include transmitting audio of recommended program list from the head end to the client device etc as taught by Kotz et al. for the advantage of the head-end transmitting list of recommended programs to a client device.

Regarding **claim 2**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 1*). Naimpally et al. discloses the smart audio guide system wherein at least one of the plurality of smart audio guide audio clips (see paragraph 0042, lines 11-15, channel 2-CNN Larry King Live etc) corresponding to a program is generated by combining one or more audio clips identifying the program and at least one standardized audio clip (see paragraphs 0036 and 0049).

Aoki et al. discloses customized viewing-recommendations list (EPG information acquisition means, 106).

Regarding **claim 4**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 3*). Naimpally et al. discloses the smart audio guide system wherein the corresponding visual presentation is a graphical recommendation menu (EPG), and

the interface device (see fig 2 (50)) is further configured and operative to implement a focus frame (focused grid) that upon each of the plurality of smart audio guide clips being uttered, visually focuses a corresponding program grid of the graphical recommendation menu wherein the corresponding program grid is associated with a program identified by the audio guide audio clip (see paragraph 0049).

Aoki et al. discloses customized viewing-recommendations list (EPG information acquisition means, 106).

Regarding **claim 5**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (see *claim 3*). Naimpally et al. discloses the smart audio guide system wherein corresponding visual presentation is an electronic program guide (EPG) and

wherein the interface device (see fig 2 (50)) is configured and operative to implement a focus frame (focused grid) that visually focuses a corresponding program grid of the electronic program guide , wherein the corresponding program grid is associated with a program identified by the smart audio guide audio clip (see paragraph 0049).

Regarding **claim 6**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (see *claim 1*). Naimpally et al. discloses the smart audio guide system further comprising a speech generating unit (audio speaker), and wherein the smart audio guide audio package further comprises a plurality of smart audio guide text files (speech files);

and wherein the interface device (see fig 2 (50)) is configured and operative to implement the speech generating unit to convert the plurality of smart audio guide text files into the plurality of smart audio guide audio clips (see abstract, lines 3-14 and fig 1 (18 and 22)).

Regarding **claim 7**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 1*). Naimpally et al. discloses the smart audio guide system wherein the viewer subsystem further includes a viewer control unit (see paragraph 0033, (infrared remote control, 72)) and wherein the smart audio guide actuator comprises a button on the viewer control unit, which when depressed, activates the interface device (see fig 2 (50)) to cause the plurality of smart audio guide audio clips to be uttered in the predetermined mode at the viewer subsystem via the audio unit (see paragraph 0037-0038).

Regarding **claim 8**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 1*). Naimpally et al. discloses the smart audio guide system wherein the smart audio guide actuator (remote control) comprises a set of instructions that activates the interface device (see fig 2 (50)) to cause the plurality of smart audio guide audio clips (channel 2-CNN Larry King Live etc) to be uttered in the predetermined mode at the viewer subsystem via the audio unit (see paragraph 0042).

Aoki et al. discloses the video display device (TV set) at the viewer subsystem is initially activated (when the program started) (see col. 7, lines 45-63).

Regarding **claim 9**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 1*). Naimpally et al. discloses the smart

audio guide system wherein the smart audio guide actuator (remote control) comprises a set of instructions that activates the interface device (see fig 2 (50)) to cause the plurality of smart audio guide audio clips (channel 2-CNN Larry King Live etc) to be uttered in the predetermined mode at the viewer subsystem via the audio unit (see paragraph 0042).

Aoki et al. discloses at the conclusion of a programming period (program ended) (see col. 7, lines 58-61).

Regarding **claim 19**, Naimpally et al. discloses accessing a programs database at a content distributor over a network of the content distributor and maintaining the information at the content distributor (see fig. 1 (20), In fig. 1, the method includes converting text files into speech files at a remote location and stored in a database, in paragraph 0015, Naimpally et al. discloses that the remote location is a text-to-speech (TTS) application server, 20 and it is well known that servers are used for storing and distributing programs/contents).

However, Naimpally et al. is silent on a recommendation subsystem configured to generate recommendations of available programs based upon viewer profile information and viewer content selection history, wherein each recommended program is associated with at least one respective audio clip identifying content of the recommended program;

a viewer subsystem configured to generate audiovisual signals associated with a program selection mechanism, including audio clips associated with at least one recommended program.

In an analogous art, Aoki et al. discloses an apparatus adapted for use in an interactive content distribution system, the apparatus comprising:

a recommendation subsystem configured to generate recommendations of available programs based upon viewer profile information and viewer content selection history, wherein each recommended program is associated with at least one respective audio clip identifying content of the recommended program col. 5, lines 51-col. 6, line 28. For example, when a viewer designates soccer as their favorite game or a particular team/teams as their favorite team, when a soccer game or a viewers favorite team is approaching, the agent announces "your favorite game is airing" and viewer knows it's a soccer game or soccer team; and

a viewer subsystem configured to generate audiovisual signals associated with a program selection mechanism, including audio clips associated with at least one recommended program (see col. 4, lines 49-col. 6, line 28).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the method and apparatus of Naimpally et al. to include a viewer subsystem configured to generate audiovisual signals associated with a program selection mechanism, including audio clips associated with at least one recommended program as taught by Aoki et al. for the advantage of providing popularity order of a broadcasting program in an accurate manner.

However, Naimpally et al. and Aoki et al. are silent as to transmitting audio of recommended program list from the head end to the client device.

In an analogous art, Kotz et al. discloses that only recommended programs are provided in a recommended list (see paragraph 0011, lines 1-5, the server provides the client with a list of recommended program/content),

audio content corresponding to each program (multimedia) included in the programming data maintained at the distribution head of the content distributor (server) (see paragraph 0042, lines 1-7, audio content which corresponds to the multimedia content is maintained in the server),

contents are generated at a head-end of the content distributor and stored in a data at the head-end (see paragraphs 0049-0050, 0076, contents are generated by the personalized engine (122) and are stored in a content storage (118) in the server (102)), and

retrieving content corresponding to the programs in the recommended program listing (see paragraphs 0011, 0045).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the systems and methods of Naimpally et al. and Aoki et al. to include transmitting audio of recommended program list from the head end to the client device etc as taught by Kotz et al. for the advantage of the head-end transmitting list of recommended programs to a client device.

Regarding **claim 20**, Nainpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 19*).

Nainpally et al. discloses providing in an interface device (see fig 1 (28)) of the content distributor (see fig. 1 (20)) (see fig 1).

Aoki et al. discloses the apparatus wherein the audiovisual signals include image representative signals associated with an EPG (see col. 6, lines 35-40), Aoki et al. discloses wherein the audiovisual signals are configured such that, upon generating of each of the audio clips associated with the at least one recommended program, a portion of the EPG corresponding to the at least one recommended program becomes visually focused (with a broadest reasonable interpretation, an EPG is a scheduled broadcast television display on a screen with functions allowing a viewer to select or recognize content by time, channel etc. by using a remote control. Using this interpretation, figure 3 of Aoki et al. discloses at least one recommended program (a soccer game), a portion of the EPG (soccer game between Osaka VS. Nara) on channel 2 at 7 pm is displayed on a viewer's screen and spoken by an agent).

Regarding **claim 21**, Nainpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 19*). Aoki et al. discloses the apparatus wherein the audiovisual signals are adapted for presentation via a television (see col. 7, lines 27-44).

Regarding **claim 22**, Nainpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 19*). Aoki et al. discloses audio clips (customized viewing recommendation lists) (*see col. 5, lines 34-54*).

Nainpally et al. et al. discloses the apparatus wherein programs and their respective data are stored at a database at a head end of the content distributor (*see abstract, lines 3-14, paragraph 0005*).

Regarding **claim 27**, Nainpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 19*). Aoki et al. discloses the apparatus further comprising a speech generating unit configured to provide audio data related to recommended content (*see fig 3, col. 5, lines 61-col. 6, line 28*).

Regarding **claim 28**, Nainpally et al. discloses accessing a programs database at a content distributor over a network of the content distributor and maintaining the information at the content distributor (*see fig. 1 (20)*). In *fig. 1*, the method includes converting text files into speech files at a remote location and stored in a database, in paragraph 0015, Nainpally et al. discloses that the remote location is a text-to-speech (TTS) application server, 20 and it is well known that servers are used for storing and distributing programs/contents),

retrieving, from a head end of the interactive content distribution system, at least one audio associated with a data (*see paragraph 0022*).

However, Naimpally et al. is silent on method adapted for use in interactive content distribution system, the method comprising:

generating recommendations of available programs based upon viewer profile information and viewer content selection history, wherein each recommended program has associated with it a respective audio clip;

generating audiovisual signals associated with a program selection mechanism, the audiovisual signals including at least one retrieved audio clip; and audio clips.

In an analogous art, Aoki et al. discloses method adapted for use in interactive content distribution system, the method comprising:

generating recommendations of available programs based upon viewer profile information and viewer content selection history, wherein each recommended program has associated with it a respective audio clip (see abstract, fig 17, col. 10, lines 55-col. 11, line 13);

rendering audiovisual signals associated with a program selection mechanism through a display and speakers, the audiovisual signals including at least one retrieved audio clip (see col. 4, lines 49-col. 6, line 28); and audio clips (customized viewing recommendation) (see col. 5, lines 34-54).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the method and apparatus of Naimpally et al. to include generating recommendations of available programs based upon viewer profile information and viewer content selection history, wherein each recommended program has associated with it a respective audio clip as taught by Aoki et al. for the

advantage of providing popularity order of a broadcasting program in an accurate manner.

However, Naimpally et al. and Aoki et al. are silent as to transmitting audio of recommended program list from the head end to the client device.

In an analogous art, Kotz et al. discloses that only recommended programs are provided in a recommended list (see paragraph 0011, lines 1-5, the server provides the client with a list of recommended program/content),

audio content corresponding to each program (multimedia) included in the programming data maintained at the distribution head of the content distributor (server) (see paragraph 0042, lines 1-7, audio content which corresponds to the multimedia content is maintained in the server),

contents are generated at a head-end of the content distributor and stored in a data at the head-end (see paragraphs 0049-0050, 0076, contents are generated by the personalized engine (122) and are stored in a content storage (118) in the server (102)), and

retrieving content corresponding to the programs in the recommended program listing (see paragraphs 0011, 0045).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the systems and methods of Naimpally et al. and Aoki et al. to include transmitting audio of recommended program list from the head end to the client device etc as taught by Kotz et al. for the advantage of the head-end transmitting list of recommended programs to a client device.

3. **Claim 12** is rejected under 35 U.S.C. 103(a) as being unpatentable over Naimpally et al. (U.S. Publication No. 2003/0105639), Aoki et al. (U.S. Patent No. 7,107,271) and Kotz et al. (U.S. Publication No. 2004/0068552) as applied to *claim 1* above, and further in view of Chang et al. (U.S. Patent No. 7,328,159).

Regarding **claim 12**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (see *claim 1*). However, Naimpally et al., Aoki et al. and Kotz et al. are silent on the processing unit is configured and operative to temporarily discontinue the audio associated with programming being displayed via the video display device at the viewer subsystem when the plurality of smart audio guide clips is being uttered in a predetermined mode at the viewer subsystem via the audio unit.

Chang et al. discloses the interface device is configured and operative to temporarily discontinue the audio associated with programming being displayed via the video display device at the viewer subsystem when the plurality of smart audio guide clips are being uttered in a predetermined mode at the viewer subsystem via the audio unit (see col. 2, lines 50-57).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the system and methods of Naimpally et al., Aoki et al. and Kotz et al. to include temporarily discontinue the audio associated with programming being displayed via the video display device at the viewer subsystem when the plurality of smart audio guide clips are being uttered in a predetermined mode

at the viewer subsystem via the audio unit as taught by Chang et al. for the advantage of accepting voice input.

4. **Claims 23-26** are rejected under 35 U.S.C. 103(a) as being unpatentable over Naimpally et al. (U.S. Publication No. 2003/0105639), Aoki et al. (U.S. Patent No. 7,107,271) and Kotz et al. (U.S. Publication No. 2004/0068552) as applied to *claim 19* above, and further in view of Ellis (U.S. Patent No. 7,370,343).

Regarding **claim 23**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 20*). However, Naimpally et al., Aoki et al. and Kotz et al. fail to specifically disclose the apparatus wherein normal presentation of the EPG is modified in response to the presence of recommended content within an EPG page.

Ellis discloses the apparatus wherein normal presentation of the EPG is modified in response to the presence of recommended content within an EPG page (see col. 21, lines 56-col. 22, line 9).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the method and apparatus of Naimpally et al., Aoki et al. and Kotz et al. to include apparatus wherein normal presentation of the EPG is modified in response to the presence of recommended content within an EPG page as taught by Ellis for the advantage of updating an EPG.

Regarding **claim 24**, Naimpally et al., Aoki et al., Kotz et al. and Ellis discloses everything claimed as applied above (*see claim 20*). Ellis discloses the apparatus wherein an audio clip associated with recommended content is rendered in response to the presence of recommended content displayed within an EPG page (see col. 13, lines 39-59, col. 19, lines 21-45).

Naimpally et al. also discloses audibly presenting content (see paragraph 0042)

Regarding **claim 25**, Naimpally et al., Aoki et al., Kotz et al. and Ellis discloses everything claimed as applied above (*see claim 24*). Ellis discloses the apparatus wherein an audio clip associated with recommended content is presented in response to user manipulation of the EPG to potentially recommended content (see col. 13, lines 39-59, col. 19, lines 54-65).

Naimpally et al. also discloses audibly presenting content (see paragraph 0042)

Regarding **claim 26**, Naimpally et al., Aoki et al. and Kotz et al. discloses everything claimed as applied above (*see claim 19*). Naimpally et al. also discloses audibly presenting content (see paragraph 0042).

Aoki et al. discloses each of a plurality of audio clips associated with recommended content is presented (see fig 16, col. 10, lines 40-54).

However, Naimpally et al., Aoki et al., Kotz et al. fail to specifically disclose the apparatus wherein in response to a user selection of a predefined graphical button each of a plurality of audio clips associated with recommended content is audibly presented.

Ellis discloses the apparatus wherein in response to a user selection of a predefined graphical button each of a plurality of audio clips associated with recommended content is presented (see col. 13, lines 39-59, col. 16, lines 39-col. 17, line 9).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the method and apparatus of Naimpally et al., Aoki et al., Kotz et al. to include the apparatus wherein in response to a user selection of a predefined graphical button each of a plurality of audio clips associated with recommended content is presented as taught by Ellis for the advantage of the vision impaired to hear the content which was selected.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **NNENNA N. EKPO** whose telephone number is (571)270-1663. The examiner can normally be reached on M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian T. Pendleton can be reached on 571-272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Nnenna Ekpo/
Patent Examiner, Art Unit 2425
May 6, 2010.

/Brian T. Pendleton/

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Supervisory Patent Examiner, Art Unit 2425